

1    **ABSTRACT**

2           A system and method uses a closed captioning script to synchronize  
3 supplemental data with specified junctures in a video program. A parser parses  
4 the closed captioning script to identify a set of unique key phrases. A producer  
5 associates the supplemental data with the key phrases of the closed captioning  
6 script that correspond to the desired points in the program. When the program is  
7 played, a viewer computing unit monitors the closed captioning script to detect the  
8 key phrases. Upon detection of a particular key phrase, the viewer computing unit  
9 retrieves the supplemental data associated with the particular key phrase. The  
10 supplemental data is multicast to a multicast address. A listener listens to the  
11 multicast address to receive and handle any enhancement action supported by the  
12 supplemental data. The listener can be embedded in a container, such as an  
13 HTML page or other hypermedia document.